

CONTRACT

KGMB
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-3246

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, H 96813

Contract / Revision 738567 /		Alt Order #
Product Week-6/26		
Contract Dates 06/26/12 - 07/01/12		Estimate #
Advertiser Peter Carlisle for Mayor		Original Date / Revision 03/14/12 / 03/15/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KGMB	Account Executive Patty Doo	Sales Office Honolulu-Local
Special Handling		
Demographic Adults 25-54		
		Total Ratings 71.10
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	06/26/12	07/01/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/25/12	07/01/12	-TWTF--				15	\$215.00	2.50			
N 3	KGMB	06/26/12	07/01/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/25/12	07/01/12	-TWTF--				2	\$350.00	2.80			
N 4	KGMB	06/26/12	07/01/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/25/12	07/01/12	-TWTF--				2	\$600.00	4.50			
N 5	KGMB	06/26/12	07/01/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/25/12	07/01/12	-TWTF--				2	\$800.00	5.50			
N 6	KGMB	06/26/12	07/01/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/25/12	07/01/12	-----S-				1	\$500.00	4.10			
N 7	KGMB	06/26/12	07/01/12	Y&R	1p-2p		:30				NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/25/12	07/01/12	-TWTF--				2	\$55.00	1.10			
N 8	KGMB	06/26/12	07/01/12	Late Show wDavid Letterma	1030p-1130p		:30				NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/25/12	07/01/12	-TWTF--				1	\$165.00	1.70			
Totals												71.10	
												25	\$7,500.00

*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 -06/30/12	25	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39
Totals	25	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CONTRACT



KGMB
 420 Waiakamilo Road
 Suite 205
 Honolulu, HI 96817
 (808) 847-3246

And:

Market Media
 1164 Bishop Street
 Suite 124-197
 Honolulu, H 96813

<u>Contract / Revision</u> 738566 /		<u>Alt Order #</u>
<u>Product</u> Week-7/2		
<u>Contract Dates</u> 07/02/12 - 07/08/12		<u>Estimate #</u>
<u>Advertiser</u> Peter Carlisle for Mayor		<u>Original Date / Revision</u> 03/14/12 / 03/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KGMB	<u>Account Executive</u> Patty Doo	<u>Sales Office</u> Honolulu-Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 78.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	07/02/12	07/08/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/02/12	07/08/12	MTWTF--				15	\$215.00	2.50			
N 3	KGMB	07/02/12	07/08/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/02/12	07/08/12	MTWTF--				2	\$350.00	2.80			
N 4	KGMB	07/02/12	07/08/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/02/12	07/08/12	MTWTF--				2	\$600.00	4.50			
N 5	KGMB	07/02/12	07/08/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/02/12	07/08/12	MTWTF--				2	\$800.00	5.50			
N 6	KGMB	07/02/12	07/08/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/02/12	07/08/12	-----S-				1	\$500.00	4.10			
N 7	KGMB	07/02/12	07/08/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/02/12	07/08/12	-----11				2	\$250.00	1.80			
N 8	KGMB	07/02/12	07/08/12	Late Show wDavid Letterma	1030p-1130p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/02/12	07/08/12	MTWTF--				1	\$175.00	1.70			
N 9	KGMB	07/02/12	07/08/12	Su HI News NOW at 10p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/02/12	07/08/12	-----S				1	\$600.00	5.50			
Totals												78.00	\$8,500.00

*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/08/12	26	\$8,500.00	\$7,225.00	\$340.44	\$7,565.44
Totals	26	\$8,500.00	\$7,225.00	\$340.44	\$7,565.44

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CONTRACT

KGMB
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-3246

<u>Contract / Revision</u> 738565 /		<u>Alt Order #</u>
<u>Product</u> Week - 7/9		
<u>Contract Dates</u> 07/09/12 - 07/15/12		<u>Estimate #</u>
<u>Advertiser</u> Peter Carlisle for Mayor		<u>Original Date / Revision</u> 03/14/12 / 03/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KGMB	<u>Account Executive</u> Patty Doo	<u>Sales Office</u> Honolulu-Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 78.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, H 96813

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	07/09/12	07/15/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/12	07/15/12	MTWTF--				15	\$215.00	2.50			
N 3	KGMB	07/09/12	07/15/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/12	07/15/12	MTWTF--				2	\$350.00	2.80			
N 4	KGMB	07/09/12	07/15/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/12	07/15/12	MTWTF--				2	\$600.00	4.50			
N 5	KGMB	07/09/12	07/15/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/12	07/15/12	MTWTF--				2	\$800.00	5.50			
N 6	KGMB	07/09/12	07/15/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/12	07/15/12	-----S-				1	\$500.00	4.10			
N 7	KGMB	07/09/12	07/15/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/12	07/15/12	-----11				2	\$250.00	1.80			
N 8	KGMB	07/09/12	07/15/12	Late Show wDavid Letterma	1030p-1130p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/12	07/15/12	MTWTF--				1	\$175.00	1.70			
N 9	KGMB	07/09/12	07/15/12	Su HI News NOW at 10p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/12	07/15/12	-----S				1	\$600.00	5.50			
Totals												78.00	\$8,500.00

*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/15/12	26	\$8,500.00	\$7,225.00	\$340.44	\$7,565.44
Totals	26	\$8,500.00	\$7,225.00	\$340.44	\$7,565.44

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CONTRACT

KGMB
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-3246

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, H 96813

<u>Contract / Revision</u> 738564 /		<u>Alt Order #</u>
<u>Product</u> Week - 7/16		
<u>Contract Dates</u> 07/16/12 - 07/22/12		<u>Estimate #</u>
<u>Advertiser</u> Peter Carlisle for Mayor		<u>Original Date / Revision</u> 03/14/12 / 03/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KGMB	<u>Account Executive</u> Patty Doo	<u>Sales Office</u> Honolulu-Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 78.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	07/16/12	07/22/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/12	07/22/12	MTWTF--				15	\$215.00	2.50			
N 3	KGMB	07/16/12	07/22/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/12	07/22/12	MTWTF--				2	\$350.00	2.80			
N 4	KGMB	07/16/12	07/22/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/12	07/22/12	MTWTF--				2	\$600.00	4.50			
N 5	KGMB	07/16/12	07/22/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/12	07/22/12	MTWTF--				2	\$800.00	5.50			
N 6	KGMB	07/16/12	07/22/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S-				1	\$500.00	4.10			
N 7	KGMB	07/16/12	07/22/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/12	07/22/12	-----11				2	\$250.00	1.80			
N 8	KGMB	07/16/12	07/22/12	Late Show wDavid Letterma	1030p-1130p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/12	07/22/12	MTWTF--				1	\$175.00	1.70			
N 9	KGMB	07/16/12	07/22/12	Su HI News NOW at 10p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S				1	\$600.00	5.50			

*Tax 1 Note: General Excise Tax 4.712%.

Totals	78.00	26	\$8,500.00
---------------	--------------	-----------	-------------------

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/22/12	26	\$8,500.00	\$7,225.00	\$340.44	\$7,565.44
Totals	26	\$8,500.00	\$7,225.00	\$340.44	\$7,565.44

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CONTRACT

KGMB
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-3246

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, H 96813

Contract / Revision 738563 /		Alt Order #
Product Week-7/23		
Contract Dates 07/23/12 - 07/29/12		Estimate #
Advertiser Peter Carlisle for Mayor		Original Date / Revision 03/14/12 / 03/15/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KGMB	Account Executive Patty Doo	Sales Office Honolulu-Local
Special Handling		
Demographic Adults 25-54		
		Total Ratings 78.00
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	07/23/12	07/29/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				15	\$215.00	2.50			
N 3	KGMB	07/23/12	07/29/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$350.00	2.80			
N 4	KGMB	07/23/12	07/29/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$600.00	4.50			
N 5	KGMB	07/23/12	07/29/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$800.00	5.50			
N 6	KGMB	07/23/12	07/29/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-				1	\$500.00	4.10			
N 7	KGMB	07/23/12	07/29/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----11				2	\$250.00	1.80			
N 8	KGMB	07/23/12	07/29/12	Late Show wDavid Letterma	1030p-1130p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				1	\$175.00	1.70			
N 9	KGMB	07/23/12	07/29/12	Su HI News NOW at 10p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S				1	\$600.00	5.50			
Totals												78.00	\$8,500.00

*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	26	\$8,500.00	\$7,225.00	\$340.44	\$7,565.44
Totals	26	\$8,500.00	\$7,225.00	\$340.44	\$7,565.44

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CONTRACT

KGMB
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-3246

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, HI 96813

<u>Contract / Revision</u> 738562 /		<u>Alt Order #</u>
<u>Product</u> Week--7/30		
<u>Contract Dates</u> 07/30/12 - 08/05/12		<u>Estimate #</u>
<u>Advertiser</u> Peter Carlisle for Mayor		<u>Original Date / Revision</u> 03/14/12 / 03/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KGMB	<u>Account Executive</u> Patty Doo	<u>Sales Office</u> Honolulu-Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 86.20
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	07/30/12	08/05/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--				15	\$215.00	2.50			
N 2	KGMB	07/30/12	08/05/12	Jeopardy I	430p-5p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--				1	\$75.00	0.60			
N 3	KGMB	07/30/12	08/05/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--				2	\$350.00	2.80			
N 4	KGMB	07/30/12	08/05/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--				2	\$600.00	4.50			
N 5	KGMB	07/30/12	08/05/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--				3	\$800.00	5.50			
N 6	KGMB	07/30/12	08/05/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$500.00	4.10			
N 7	KGMB	07/30/12	08/05/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----11				2	\$250.00	1.80			
N 8	KGMB	07/30/12	08/05/12	Sun Hour 1	6p-7p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$800.00	3.80			
N 9	KGMB	07/30/12	08/05/12	Su HI News NOW at 10p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$600.00	5.50			
Totals										86.20		28	\$10,000.00

*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/05/12	28	\$10,000.00	\$8,500.00	\$400.52	\$8,900.52
Totals	28	\$10,000.00	\$8,500.00	\$400.52	\$8,900.52

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CONTRACT

KGMB
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-3246

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, H 96813

<u>Contract / Revision</u> 738561 /		<u>Alt Order #</u>
<u>Product</u> Week-8/6		
<u>Contract Dates</u> 08/06/12 - 08/12/12		<u>Estimate #</u>
<u>Advertiser</u> Peter Carlisle for Mayor		<u>Original Date / Revision</u> 03/14/12 / 03/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KGMB	<u>Account Executive</u> Patty Doo	<u>Sales Office</u> Honolulu-Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 86.20
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	08/06/12	08/12/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				15	\$215.00	2.50			
N 2	KGMB	08/06/12	08/12/12	Jeopardy I	430p-5p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				1	\$75.00	0.60			
N 3	KGMB	08/06/12	08/12/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$350.00	2.80			
N 4	KGMB	08/06/12	08/12/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$600.00	4.50			
N 5	KGMB	08/06/12	08/12/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$800.00	5.50			
N 6	KGMB	08/06/12	08/12/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$500.00	4.10			
N 7	KGMB	08/06/12	08/12/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	-----11				2	\$250.00	1.80			
N 8	KGMB	08/06/12	08/12/12	Sun Hour 1	6p-7p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S				1	\$800.00	3.80			
N 9	KGMB	08/06/12	08/12/12	Su HI News NOW at 10p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S				1	\$600.00	5.50			
Totals												86.20	\$10,000.00

*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/12/12	28	\$10,000.00	\$8,500.00	\$400.52	\$8,900.52
Totals	28	\$10,000.00	\$8,500.00	\$400.52	\$8,900.52

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CONTRACT



KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

Contract / Revision 906676 /		Alt Order #
Product 6/25WK		
Contract Dates 06/25/12 - 07/01/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 04/30/12 / 04/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	06/25/12	07/01/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	11111--				5	\$100.00			
N 2	KITV	06/25/12	07/01/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	11111--				5	\$100.00			
N 3	KITV	06/25/12	07/01/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	11111--				5	\$100.00			
N 4	KITV	06/25/12	07/01/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	11111--				5	\$300.00			
N 5	KITV	06/25/12	07/01/12	KITV News At 6	6-6:30pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	MTWTF--				3	\$500.00			
N 6	KITV	06/25/12	07/01/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	MTWTF--				4	\$500.00			
Totals											27	\$6,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 06/29/12	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34
Totals	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

POLITICAL/ISSUE ADVERTISING AGREEMENT



**POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

6/25-7/1

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed Inquiry/Request</u>
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>4/27/12</u> | <u>BG</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate=s representative? | Date: <u>4/10/12</u> | <u>BH</u> |
| 3. | <u>Executed Political/Issue Advertising</u>
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>4/30/12</u> | <u>lu</u> |
| 4. | <u>Executed sales contract with</u>
Standard Sales Contract Terms | Date: <u>4/30/12</u> | <u>lu</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: 4/30/12

CONTRACT

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

Contract / Revision 906680 /		Alt Order #
Product 7/2WK		
Contract Dates 07/02/12 - 07/08/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 04/30/12 / 04/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/02/12	07/08/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	11111--				5	\$100.00			
N 2	KITV	07/02/12	07/08/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	11111--				5	\$100.00			
N 3	KITV	07/02/12	07/08/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	11111--				5	\$100.00			
N 4	KITV	07/02/12	07/08/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	11111--				5	\$300.00			
N 5	KITV	07/02/12	07/08/12	KITV News At 6	6-6:30pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	MTWTF--				3	\$500.00			
N 6	KITV	07/02/12	07/08/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	MTWTF--				4	\$500.00			
Totals											27	\$6,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 -07/06/12	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34
Totals	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

7/2-7/8

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>4/27/12</u> | <u>BH</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate=s representative? | Date: <u>4/10/12</u> | <u>BH</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>4/30/12</u> | <u>lu</u> |
| 4. | <u>Executed</u> sales contract with
Standard Sales Contract Terms | Date: <u>4/30/12</u> | <u>lu</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: _____

[Signature]

Date: _____

4/30/12

CONTRACT

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

Contract / Revision 906683 /		Alt Order #
Product 7/9WK		
Contract Dates 07/09/12 - 07/15/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 04/30/12 / 04/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/09/12	07/15/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	11111--				5	\$100.00			
N 2	KITV	07/09/12	07/15/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	11111--				5	\$100.00			
N 3	KITV	07/09/12	07/15/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	11111--				5	\$100.00			
N 4	KITV	07/09/12	07/15/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	11111--				5	\$300.00			
N 5	KITV	07/09/12	07/15/12	KITV News At 6	6-6:30pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	MTWTF--				3	\$500.00			
N 6	KITV	07/09/12	07/15/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	MTWTF--				4	\$500.00			
Totals											27	\$6,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 -07/13/12	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34
Totals	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

7/9-7/15

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>4/27/12</u> | <u>BC</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate=s representative? | Date: <u>4/10/12</u> | <u>BC</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>4/30/12</u> | <u>BC</u> |
| 4. | <u>Executed</u> sales contract with
Standard Sales Contract Terms | Date: <u>4/30/12</u> | <u>BC</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: 4/30/12

CONTRACT

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

Contract / Revision 906684 /		Alt Order #
Product 7/16WK		
Contract Dates 07/16/12 - 07/22/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 04/30/12 / 04/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/16/12	07/22/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/16/12	07/22/12	11111--				5	\$100.00			
N 2	KITV	07/16/12	07/22/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/16/12	07/22/12	11111--				5	\$100.00			
N 3	KITV	07/16/12	07/22/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/16/12	07/22/12	11111--				5	\$100.00			
N 4	KITV	07/16/12	07/22/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/16/12	07/22/12	11111--				5	\$300.00			
N 5	KITV	07/16/12	07/22/12	KITV News At 6	6-6:30pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/16/12	07/22/12	MTWTF--				3	\$500.00			
N 6	KITV	07/16/12	07/22/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/16/12	07/22/12	MTWTF--				4	\$500.00			
Totals											27	\$6,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/20/12	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34
Totals	27	\$6,500.00	\$5,525.00	\$260.34	\$5,785.34

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

7/16 - 7/22

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>4/27/12</u> | <u>BG</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate's representative? | Date: <u>4/10/12</u> | <u>BH</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>4/30/12</u> | <u>lu</u> |
| 4. | <u>Executed</u> sales contract with
Standard Sales Contract Terms | Date: <u>4/30/12</u> | <u>lu</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: 4/30/12

CONTRACT

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

<u>Contract / Revision</u> 906687 /		<u>Alt Order #</u>
<u>Product</u> 7/23WK		
<u>Contract Dates</u> 07/23/12 - 07/29/12		<u>Estimate #</u>
<u>Advertiser</u> Carlisle/NP/Mayor		<u>Original Date / Revision</u> 04/30/12 / 04/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KITV	<u>Account Executive</u> KITV Political Local K	<u>Sales Office</u> Honolulu
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/23/12	07/29/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	11111--				5	\$100.00			
N 2	KITV	07/23/12	07/29/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	11111--				5	\$100.00			
N 3	KITV	07/23/12	07/29/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	11111--				5	\$100.00			
N 4	KITV	07/23/12	07/29/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	11111--				5	\$300.00			
N 5	KITV	07/23/12	07/29/12	KITV News At 6	6-6:30pm		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	11111--				5	\$500.00			
N 6	KITV	07/23/12	07/29/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	MTWTF--				4	\$500.00			
Totals											29	\$7,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 -07/27/12	29	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39
Totals	29	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

POLITICAL/ISSUE ADVERTISING AGREEMENT



POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

7/23-7/29

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>4/27/12</u> | <u>BG</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate's representative? | Date: <u>4/10/12</u> | <u>BG</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>4/30/12</u> | <u>lu</u> |
| 4. | <u>Executed</u> sales contract with
Standard Sales Contract Terms | Date: <u>4/30/12</u> | <u>lu</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: 4/30/12

CONTRACT



KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

Contract / Revision 906690 /		Alt Order #
Product 7/30WK		
Contract Dates 07/30/12 - 08/05/12	Estimate #	
Advertiser Carlisle/NP/Mayor		Original Date / Revision 04/30/12 / 04/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KITV	07/30/12	08/05/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$100.00			
N 2	KITV	07/30/12	08/05/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$100.00			
N 3	KITV	07/30/12	08/05/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$100.00			
N 4	KITV	07/30/12	08/05/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$300.00			
N 5	KITV	07/30/12	08/05/12	KITV News At 6	6-6:30pm		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$500.00			
N 6	KITV	07/30/12	08/05/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWTF--				4	\$500.00			
Totals											29	\$7,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/03/12	29	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39
Totals	29	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

POLITICAL/ISSUE ADVERTISING
AGREEMENT

I, Jim Fulton [Name] (being/on behalf of) Peter Carlisle [Committee or Sponsor] do hereby request station time on the terms and conditions reflected on the station's confirmation contract.

Date of First Broadcast: 7/30Date of Last Broadcast: 8/5Total Charges: \$ 6675.39

The broadcast time will be used by Peter Carlisle [Candidate, Committee or other Sponsor] (the "Advertiser"). I represent that the advance payment for the above-described broadcast time has been furnished by _____. The station is authorized to announce the broadcast as paid for by such person or entity. The names and offices of the chief executive officers of the Advertiser are (including treasurer of candidate's committee, if candidate ad) (use additional pages if necessary):

Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____

The Advertiser is a (check one):

POLITICAL/ISSUE ADVERTISING AGREEMENT



**POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

7/30 - 8/5

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>4/27/12</u> | <u>BH</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate's representative? | Date: <u>4/10/12</u> | <u>BH</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>4/30/12</u> | <u>lu</u> |
| 4. | <u>Executed</u> sales contract with
Standard Sales Contract Terms | Date: <u>4/30/12</u> | <u>lu</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: 4/30/12

CONTRACT

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
1164 Bishop St
Suite 124197
Honolulu, HI 96813

Contract / Revision 906693 /		Alt Order #
Product 8/6WK		
Contract Dates 08/06/12 - 08/12/12	Estimate #	
Advertiser Carlisle/NP/Mayor		Original Date / Revision 04/30/12 / 04/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	08/06/12	08/12/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	11111--				5	\$100.00			
N 2	KITV	08/06/12	08/12/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	11111--				5	\$100.00			
N 3	KITV	08/06/12	08/12/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	11111--				5	\$100.00			
N 4	KITV	08/06/12	08/12/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	11111--				5	\$300.00			
N 5	KITV	08/06/12	08/12/12	KITV News At 6	6-6:30pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	MTWTF--				4	\$500.00			
N 6	KITV	08/06/12	08/12/12	KITV News At 10	10-1035pm		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	11111--				5	\$500.00			
Totals											29	\$7,500.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 -08/10/12	29	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39
Totals	29	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



POLITICAL/ISSUE ADVERTISING AGREEMENT

I, Jim Furtm [Name] (being/on behalf of) Peter Carlisle [Committee or Sponsor] do hereby request station time on the terms and conditions reflected on the station's confirmation contract.

Date of First Broadcast: 8/6 Date of Last Broadcast: 8/12

Total Charges: \$ 6675.29

The broadcast time will be used by Peter Carlisle [Candidate, Committee or other Sponsor] (the "Advertiser"). I represent that the advance payment for the above-described broadcast time has been furnished by Peter Carlisle. The station is authorized to announce the broadcast as paid for by such person or entity. The names and offices of the chief executive officers of the Advertiser are (including treasurer of candidate's committee, if candidate ad) (use additional pages if necessary):

Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____

The Advertiser is a (check one):

<input checked="" type="checkbox"/> Candidate	_____ Labor Organization
_____ Candidate Committee	_____ 501(c)(4) Organization
_____ National Political Party	_____ 527(e)(1) Political Organization
_____ State or Local Political Party	_____ Other: _____
_____ Corporation	

I represent that the purchase and use of the broadcast time by the Advertiser complies in all respects with all laws, including but not limited to the Bipartisan Campaign Finance Reform Act of 2002 ("BCRA"). Any prior BCRA Certification provided to the station by the Advertiser is hereby reaffirmed and certified as accurate as of the date hereof.

If the Advertiser is a candidate or a candidate committee, I further represent that the candidate is a legally qualified candidate for the office of CA:CA Hon Mayor in the election to be held on 8/11/12 (the "Candidate"). If the Advertiser is a candidate committee, I represent that the committee is an authorized committee/organization of the Candidate.

If the above-requested advertisement does not constitute a "use" by a legally qualified candidate, I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees that may ensue from the broadcast of the above-requested advertisement.

Advertiser acknowledges that the station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

X Date: April 30 2012

X [Signature]
(Candidate/Treasurer/Sponsor/Agent)

Accepted/Rejected: By: _____
Title: _____



**POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each political ad or issue ad buy. These documents must be placed in the station Public Inspection File *as soon as possible* after they are available, and they must be maintained in the Public Inspection File for 2 years.

Candidate/Issue

Peter Carlisle

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

8/6 - 8/12

Initials

- | | | | |
|----|--|----------------------|-----------|
| 1. | <u>Completed</u> Inquiry/Request
Public File Form (including attachments)
(BPMHL-P2) | Date: <u>4/27/12</u> | <u>BC</u> |
| 2. | If candidate ad, was the disclosure statement
faxed or sent to candidate's representative? | Date: <u>4/10/12</u> | <u>BC</u> |
| 3. | <u>Executed</u> Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>4/30/12</u> | <u>BC</u> |
| 4. | <u>Executed</u> sales contract with
Standard Sales Contract Terms | Date: <u>4/30/12</u> | <u>BC</u> |
| 5. | Ad copy approved by Management | Date: _____ | _____ |
| 6. | Invoice showing requested time | Date: _____ | _____ |
| 7. | Copy of schedule as actually broadcast
(if different from invoice), including
reasons for make-goods, if any | Date: _____ | _____ |
| 8. | Amount of rebates given (exact date, time, class
of broadcast and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: [Signature]

Date: 4/30/12